2020 West Regional Conference - March 5 & 6
2 Days of Knowledge & Networking!

Thank you to our sponsors!!

Agenda
Wednesday, March 4th

2:30 - 5:00pm Director Credential Exams
Exam will take place in the Montage Wellness Center
(Pre-registration and an additional fee are required.)

Thursday, March 5th

7:30 - 8:00am - On-site Registration at the Montage Wellness Center

8:00 - 8:30am - Welcome & Introduce Industry Partners - Bob Boone, President & CEO of MFA & Chris Range, General Manager of Hosting Facility - Montage Wellness Center

8:30 - 9:30am - Nutrition and Weight Management: Beginning, Adapting and Maintaining, A Great Experience for Your Members

Speaker: Hannah Schultz, CEO Health & Nutrition Technology, MFA Industry Partner

Nutrition and weight management services can do many things for the MFC. They can increase community access to your facility and sell participants on the value of ALL that the facility offers, including staff qualifications, equipment and classes, and a safe environment for exercise. These services also lend themselves to cross selling/referral to other programs and organizational offerings. The bottom line….they can create significant increases in REVENUE!

9:45 - 10:45am - Medical Fitness Integration: Development & Implementation of Specialized Programs in your Medical Fitness Facility

Speaker: Monica Soto, BS, ACSM EP-C, Fitness Program Coordinator and Lead Exercise Physiologist at The Lifestyle Center in Visalia, CA.

As our society becomes more obese and overweight, the occurrence of chronic disease rises as well. Exercise is an effective “medicine” and adjunct to those suffering from chronic disease and illness; however these individuals need to be exercised with a bit more care and monitoring than a “normal healthy” individual. Offering programs that are aimed at these special populations can be win-win situation for the participant and fitness facility.

11:00am - Noon - Exercise Is Medicine: Programming to Increase Physical Activity for the Prevention and Management of Disease

Speakers: Lisa Leininger & Maria Bellumori - California State University Monterey Bay

Exercise is Medicine (EIM) is an initiative by the American College of Sports Medicine (ACSM) to increase physical activity (PA) in an effort to prevent and manage disease. The goal of EIM is to incorporate PA as a vital sign, provide education regarding the benefits of PA, and integrate clinicians with fitness professionals. California State University, Monterey Bay Kinesiology professors have implemented EIM on Campus and a "Power Over Parkinson's" program in an effort to improve the health and quality of life for the campus and the surrounding community. The presenters will discuss implementation of programming and how facilities can use local resources to develop beneficial partnerships.

- Learn about ACSM's EIM Initiative and EIM on Campus with information on how to make physical activity a vital sign.
- Discuss current programming examples for EIM and how universities are contributing to the initiative through on and off campus offerings.
- Discuss "Power over Parkinson's" program, an example of how clinical/fitness facility integration has led to a very successful program in helping individuals manage Parkinson's Disease.
1:30 - 2:30pm - The Evolving Role of Technology in the Fitness Industry

Speaker: Christopher Range, MSS, CSCS – General Manager Montage Wellness Center (Marina, Ca)

Technology plays a role in every aspect of your fitness business, from membership acquisition to retention, and everything in between. Opportunities to integrate technology into fitness programming can be used to promote compliance, improve outcomes and enhance product value. Fitness clubs can transform their club by utilizing technology to its maximum potential. Developing and integrating a technology best practice infrastructure will be a key component in the future success of your fitness business.

You'll learn how to:
- Understand and improve your fitness club technology ecosystem
- Use technology to drive membership and retention
- Realize current and future opportunities to integrate technology into fitness programming

2:45 - 3:45pm - Alternative Approach to Fitness to Realign Posture, Reduce Pain, and Achieve Optimal Performance

Speaker: Rocky Snyder, Movement Specialist - Rocky’s Personal Fitness Training, Inc.

There is an amazing timing pattern amongst all of the 360 joints and over 630 muscles of the body as we walk. These relationships have been hard wired into our neurological system for 2 million years. They have evolved to be the strongest and most efficient way for moving the entire body.

Most athletic movements are directly dependent upon the quality of a person’s gait pattern. If they do not occur in the proper sequence that is when problems have a way of arising. If the basic action of walking is compromised how can a person expect to have efficient athletic actions? So why are we not basing strength programs on the quality of this fundamental and universal action?

This presentation will discuss and implement strength training concepts around the phases of the gait cycle rather than any other movement screen.

You'll learn how to:
- Gain a better understanding of the gait cycle and joint mechanics.
- Re-think how you prescribe exercises to clients in relation to how they fundamentally move.
- Realize that the selection of exercises can improve or reduce performance and knowing the difference will be a game changer.
9:00 - 10:00am - Keynote: Leveraging the Medical Fitness Model: Supporting Population Health Management & the Medical System

Speaker: Dan Limesand, MSHA, Director of Business Development, Community Hospital of the Monterey Peninsula

It’s important to understand the health care industry’s burning platform – the old fee-for-service model is unsustainable, so either we fix it or someone else will and we may not like it! Whether your fitness facility is freestanding or part of a larger health system, be relentless in developing evidenced-based solutions for employers, health plans, and health systems that are taking financial risk, by helping to engage their plan members in beneficial programs to improve health outcomes, in order to lower utilization and costs for medical services. However, just “building” programs won’t necessarily translate to “and they will come.” You must find ways to match programs to “plan” needs and build business cases that convince plans they’ll experience a positive ROI in order to garner their attention. Learn how medical fitness facilities can be part of the solution.

Dan Limesand has worked in the health care industry for over 32 years and has been with Community Hospital of the Monterey Peninsula for over 22 years. Prior to joining the Community Hospital team, Dan held positions with health plans, such as CIGNA HealthCare, and a national practice management firm, at which he successfully developed networks using various reimbursement and contractual arrangements for physicians, hospitals and ancillary providers, and ensured optimal interface with quality, utilization management and billing/claims payment operations. Dan holds a Bachelor’s degree from UCLA in Kinesiology and a Master’s degree from California State University at Northridge in Health Administration.

10:15 - 11:15am - The Unique Role of Medical Fitness in Population Health

Speaker: Bob Boone, President & CEO of MFA

Medical fitness is a tool for Population Health Management to improve the health status of defined populations by integrating exercise, nutrition and lifestyle management into the traditional continuum of care to maximize well-being at every stage of life. This session will look at the history of wellness through the centuries and why organizations invest in wellness. Attendees will learn about the medically-integrated fitness market and where it stands in the medical fitness well-being model. The medical fitness difference can help local healthcare systems transform from “sick care” to true “health” care. Lastly, this session will look at the Medical Fitness Association as a resource for the medical fitness industry.

11:30 - Conclusion - Bob Boone, President & CEO of MFA
Boxed To-Go Lunches

Thank you for attending the West Regional Conference!
Thank you to our host, Montage Wellness Center!

We hope to see you in Baltimore on Nov. 3-5, 2020 for the MFA Annual International Conference!